

citing to Fig. 7-12 and Col. 4, lines 18-27, Col. 5, line 65 through Col. 6, line 12 and Col. 7, lines 6-55. The Examiner then asserts that Ellis discloses "storing the received programming information comprising information about individual programs, in its entirety, in the discrete storage areas, each storage area storing programming information that is related in accordance with a predefined criterion" by citing to Col. 5, lines 41-50 and Col. 5, line 65 through Col. 6, line 50.

Applicant respectfully disagrees with the Examiner's interpretation of Ellis and its application to Claims 1 and 2. More specifically, Ellis is simply directed to allocating memory between an Interactive Television Program Guide Application (ITPG) 50 and Additional Applications 61.

Ellis does not disclose partitioning memory for the ITPG 50 itself into discrete storage areas in which is stored programming information that is related in accordance with a predefined criterion. Indeed, the ITPG 50 itself is merely a classical database defined by a database configuration record 62 for allocating television guide data 67 for various categories of listings information, such as television programming data 68 for category A of programming and television programming data 69 for category B of programming data. Col. 5, lines 42-48.

Ellis does not disclose partitioning a data storage area into a plurality of discrete storage areas into which programming information is respectively stored in accordance

with a predefined criterion; rather, while Categories A and B may be predefined, they are all stored in one partition and are not individually stored in respective partitioned storage areas. Ellis does not anticipate Claims 1 or 2.

In view of the foregoing, the rejection of Claims 1 and 2 under Section 102 is respectfully traversed and reconsideration is respectfully requested.

For the reasons expressed above in relation to Claims 1 and 2, Claims 3-6 likewise are not anticipated Ellis. The rejection of them is respectfully traversed and reconsideration is respectfully requested.

With regard to Claims 7 - 11, Ellis fails to disclose the discrete storage areas and therefore could not disclose identifiers for them. The rejection of them is therefore respectfully traversed and reconsideration is respectfully requested.

Finally, with regard to Claims 12 - 14, for the reasons expressed above in relation to Claims 1 and 2, Claims 12-14 likewise are not anticipated Ellis. The rejection of them is thus respectfully traversed and reconsideration is respectfully requested.

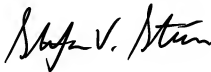
The Examiner has rejected Claim sets 15-28, 29-42 and 43-56 on the same grounds as Claim set 1-14. Applicant therefore incorporates his arguments for allowance in relation to Claims 1-14 and for the reasons thus expressed, urges allowance of Claims 15-56.

Claims 9-11, 23-25, 37-39 and 51-53 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Patent No. 6,928,653 to Ellis as applied to Claims 7, 21, 36 and 50 above and further in view of Patent No. 5,155,831 to Emma.

Specifically, the Examiner states that it would have been obvious to one of ordinary skill in the art to incorporate the teaching of Emma into the system of Ellis in order to update the memory in a fast and efficient manner. However, as Applicant noted above, Ellis fails to teach partitioning into discrete storage areas into which programming information is respectively stored in accordance with a predefined criterion. Thus, the combination of Ellis with Emma would actually teach away from the claimed invention. A prima facie showing of obviousness therefore has not been set forth. The rejection of Claims 9-11, 23-25, 37-39 and 51-53 is therefore respectfully traversed and reconsideration is respectfully requested.

All grounds of objection and rejection having been overcome by the amendments hereinabove, reconsideration and a Notice of Allowance is respectfully requested.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Stefan V. Stein". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

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